

PERFORMANCE-BASED LEADERSHIP CERTIFICATE PROGRAM

Thursday, October 22,
2009

University of Minnesota
Continuing Education and
Conference Center

1890 Buford Ave. St. Paul

Finance and Business Planning

October, 2009

Module II - Leadership Development
"Dollars and Sense"

You'll get more than the basics for understanding your agency's financial health. Module II will provide tools for standardization of billing processes, cost analysis, investments, development of dashboards and budgets that make "sense" while considering the legal issues related to reimbursement.

Prepare for the future with intentional thoughtfulness and planning. Get the knowledge you need to lead your organization to take proactive steps to improve efficiencies at a higher level.

Phase II on
Minnesota Campaign
for Home Care
Excellence

(See Page 2)

About the Performance Based Leadership Certificate of Completion

The Minnesota HomeCare Association's Performance Based Leadership Certificate of Completion is the highest professional level of management training designed for home care and AL organizations who manage financial and strategic success. This is the second part of the certificate program, however you may choose to attend any module separately. For more information on the complete series, call MHCA for more information.

Suggested Audience:

This program is designed to raise the performance level for key staff who oversee the financial and strategic management of Medicare Certified Home Care and Assisted Living organizations.

Module II - Leadership Development - "Dollars and Sense" Maintaining the Financial Health of Your Medicare Certified Home HealthCare Agency

Why you should attend this workshop:

- Obtain benchmark data from Medicare cost reports
- Compare your own agency's costs against others to ensure your services are competitively priced.
- Recognize the importance of identifying the costs of skilled versus non-skilled services.
- Refresh your understanding of a key set of statistics you need to monitor on a regular basis that are barometers of financial well-being.
- Enhance your agency's financial statement so you can better use it as a decision-making tool to improve operations and financial performance.
- Take home ideas and strategies for sustaining and making projections.

CERTIFICATE PROGRAM MISSION

Think visionary leadership, with comprehensive mastery and engaging experience. Walk away with skills you'll use immediately.

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Schedule of Events

8:30 a.m. - 9:00 a.m.

Registration and Continental Breakfast

9:00 a.m. - 10:30 a.m.

Using Your Monthly Financial Statement to Manage Your Agency

This program segment will explore a typical Medicare certified home health agency financial statement with an eye towards learning how to use it to benchmark your financial performance against other agencies.

- Know if you are getting the right information.
- Review revenue recognition issues, contractual allowances, bad debts.
- Assess your financial statement's format to see if it facilitates easy service line and cost center analysis to budget.
- Evaluate if you are getting the right information to determine your direct cost of service versus overhead of services provided.

10:45 a.m. - 11:45 a.m.

Medicare Cost Reports

The focus of this segment of the program is on the annual Medicare cost report that your agency files.

- Become familiar with the data in the cost report and how the information can be used.
- Understand why the accuracy of your agency's statistics and costs are critical.
- Review the importance of the cost report filing so you can ensure yours is accurately completed and in a timely fashion to be a stronger tool for later use.

11:45 a.m. - 12:15 p.m.

Lunch

12:15 p.m. - 2:15 p.m.

Determining the Medicare Home Health Care Rates

Review the method used by CMS to establish the Home Health PPS rates so you have a clearer understanding of the rates you are paid.

2:30 p.m. - 3:30 p.m.

Improving the Operating Results of Your Agency

This hands-on learning experience will use a case study of a Medicare certified home health care agency to help you refine your financial analysis skills when evaluating its operations.

- Gain important insights about how another home care agency operates – including its staffing and costs – to improve its profit margin and to compare and contrast your own.
- Recognize the impact of various payer sources on a financially healthy Medicare certified home health care agency.
- Comprehend the importance of appropriately managing your visits per Medicare episode.

3:45 p.m.

ADJOURN

Expert Faculty:

Deborah S. Elsey

Principal-in-Charge of Reimbursement

LarsonAllen Senior Living

Deborah Elsey is LarsonAllen's principal-in-charge of reimbursement for senior living providers. She specializes in third party payment issues for health care organizations such as Medicare/Medicaid rate appeals, cost report preparation, and contract negotiations. Deborah has more than 25 years of business consulting experience working with long-term care organizations, home care agencies and rehabilitation agencies. She has served as an expert witness for litigation involving State Medicaid rate setting and cost reporting.

Heidi E. Hillman, CPA

Principal

LarsonAllen

Heidi Hillman, senior living principal with LarsonAllen, has over twelve years of experience in public accounting, auditing and third-party. Her primary focus is on senior services, including licensed nursing facilities, assisted living, congregate housing and home health care. She also focuses on cost report preparation and consulting related to the Medicare and Medicaid programs.

Phase II on Minnesota Campaign for Home Care Excellence

This Event is a Call for Action for all Medicare Provider Leaders!

July 1, 2009 is the beginning of Phase II of our effort to improve quality scores for all Minnesota Home Care agencies overall. Our target goal is to be amongst the top third of Home Care Compare scores by July 1, 2011.

Our Phase II Goals are:

1. Improve OASIS accuracy and case mix weight at RAP equal to or greater than the national average of 1.23.
2. Raise aggregate Minnesota Home Health Compare scores to be in the top third in the country by July 1, 2011, reflecting both accurate OASIS documentation and continuous quality improvement.

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CPAs, Consultants & Advisors

PERFORMANCE-BASED *LEADERSHIP* CERTIFICATE PROGRAM

WORKSHOP REGISTRATION Module II “Dollars and Sense” Maintaining the Financial Health of Your Medicare Certified Home Health Care Agency

U of M Continuing Education Center, St. Paul, MN
Thursday, October 22, 2009
8:30 am – 4:00 pm

*REGISTRATION
DEADLINE
October 15, 2009*

THREE SIMPLE WAYS TO REGISTER

1. **Register securely online** at: www.mnhomecare.org
2. **Fax** this completed form below to (651) 635-0043
3. **Mail** completed form to: MHCA Leadership Program, 1711 W County Rd B, Ste 211 S, St. Paul, MN 55113

Registrant Name <i>(please print)</i>	Email <i>(required for confirmation)</i>

Agency:	
Address:	
City / State / Zip:	
Phone:	Fax:

I AM A MEMBER OF:

- | | |
|---|--|
| <input type="checkbox"/> Aging Services of MN | <input type="checkbox"/> MHCA |
| <input type="checkbox"/> Non-Member | <input type="checkbox"/> Both ASM & MHCA |

PAYMENT METHOD

- Check *(payable to MHCA)*
 Credit Card *(Visa, Master Card, AMEX, Discover)*
 Please bill us *(Members only)*

\$25 will be charged for each invoice not paid within 30 days. Cancellation before October 15 receives a full refund less \$25 processing fee. No refunds after October 15.

Cardholders Name: _____
 Card Number: _____
 Expiration Date: _____ Security Code: _____
 Cardholder Signature: _____

REGISTRATION FEES	
\$150 Member First Registrant	\$
\$140 Member Add. Registrant(s)	\$
\$100 if registrant is also attending Aging Services of MN/MHCA Assisted Living Conference <i>(must send receipt of AL registration to qualify for rate)</i>	\$
\$175 Non-Member Registrant(s)	\$
TOTAL:	\$

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CERTIFICATE PROGRAM**

THURSDAY, OCTOBER 22, 2009
University of Minnesota
Continuing Education and
Conference Center

Co-Sponsored by



Register Today! www.mnhomecare.org

Location:

University of MN – Continuing Education and Conference Center
1890 Buford Ave
St. Paul, MN 55108
Phone: 612-624-3275

Directions:

Off of HWY 280 to East Larpenter Ave., St. Paul to Gortner Ave. South. Follow to second stop sign.
<http://www.cce.umn.edu/conferencecenter/directions/index.html>

Parking:

There are three paid parking areas near the U of M Conference Center. There are two flat lots down below and on the east side of the building – both near the state fair grounds. Lot S104 is the closest and is adjacent to the center and \$6.00 per day. Lot S108 is just off Buford Avenue on Randall and costs \$3.75 per day but is bit further away. Please plan on bringing cash to pay for parking. The entrance from both lots to the center is on the lower level. The Gortner Avenue Ramp has hourly rates and is across the street from the Conference Center on Gortner. It is the most expensive option.

Suggested Accommodations:

Radisson Roseville
2450 North Cleveland Avenue
Roseville, MN 55113
651-636-4567 (local)

Continuing Education:

Application has been made to the Minnesota Board of Examiners for Nursing Home Administrators for clock hours. This program has been designed to meet the continuing education requirements for licensed nurses of the Minnesota Board of Nursing.